



POLICE

**CITY OF GREENSBORO
FOR IMMEDIATE RELEASE**

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GREENSBORO POLICE DEPARTMENT LAUNCHES NEW WEBSITE

GREENSBORO, NC (May 3, 2004) – The City of Greensboro and the Greensboro Police Department (GPD), today announced the launch of the new and improved GPD website. Web surfers can visit the new site at www.greensboro-nc.gov/police to instantly be connected to useful and timely information concerning an array of police topics.

Click...and the online user is instantly linked to a wealth of information about the Greensboro Police Department. Click...and you're connected to information about Greensboro's crime data, employment information, crime prevention information, and downloadable brochures. Click...and current facts and statistics on Greensboro are revealed. Click...and the user immediately has access to up-to-date events, press releases, and links to other informative sites.

"Our website is an important and effective means of communicating with the public," said David Wray, Chief of Police. "We are extremely proud to unveil the project team's work and invite everyone to visit the website for current information about the Greensboro Police Department. By linking people to current and important information, and by hot-linking the site to other important ones, the GPD connects the community of today, and tomorrow, to some of the most dynamic and significant police developments in Greensboro," he added.

The new website design is the creation of former GPD intern Melanie Macko, a senior Management Information Systems major at the University of South Florida, and the GPD technology personnel.

The GPD is tapping into current communications trends and new generations of residents. Research shows that nearly 80 percent of Internet users* go online to find information on news and government.

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Nearly 60 percent of those Internet users* go online as their first source for news and information related to government programs or services, nearly twice the rate of those who would use the telephone. For the next generation of leadership, the Internet is a primary source of news and information.

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**Results published by Pew Research Center in its report on the Internet & American Life Project 2002/2003.*